

AR18

NEDCO

The logo for NEDCO, featuring the word "NEDCO" in a bold, italicized, sans-serif font, enclosed within a blue-bordered oval.

NEDCO LTD.
1600 DORCHESTER BLVD. W.
MONTREAL 108, QUEBEC
P.O. BOX 6133
(514) 931-9111

MAY 14 1975

FAST FACTS ABOUT NEDCO

- STORY NEDCO was incorporated as a separate company on July 1st, 1972. It existed originally as the distribution division of Northern Electric Ltd.
- ZE NEDCO is in the top 100 of all Canadian companies.
- OPLE NEDCO employs more than 1100 people with some located in every Canadian province.
- CATIONS The company has offices in more than 55 cities and towns including all capital cities. More than 40 of its outlets are full stocking branches. The national distribution centre is in Toronto. Head office is in Montreal.
- ODUCTS NEDCO supplies a full range of industrial and electronic equipment to industry. More than one million items are contained in NEDCO catalogues.
- BSIDIARIES ZENITH ELECTRIC SUPPLY LTD., centered in Toronto. ZENTRONICS LTD., centered in Toronto.
- RRENT NEDCOM, a new company operation being established to sell and install intercom systems.

MAY 1 1972

WEDCO FACTS ABOUT WEDCO

WEDCO was incorporated as a separate company on July 1, 1972. It is located in the same building as the former WEDCO of Western 210-1-10.

WEDCO is the only one of its kind in the world.

WEDCO is a company that has been in business since 1972. Every company has its own history.

The company was started by a group of people who were interested in the future of the company. They were then able to do this. The company was started by a group of people who were interested in the future of the company. They were then able to do this.

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WHAT IS NEDCO?

NEDCO's business is electrical and industrial product distribution.

NEDCO conducts its distribution supply business from more than 55 outlets across Canada. NEDCO serves all markets - contractors, both large and small; industries such as mining, manufacturing, construction, petrochemicals, and pulp and paper; utilities, power, and telecommunications; and all levels of government. In the company's three years of existence, sales have experienced outstanding growth and NEDCO is in the top 100 of all Canadian companies.

NEDCO is an all-Canadian company - a privately-owned subsidiary and autonomous outgrowth of the Northern Electric Company, Limited.

NEDCO has consolidated its resources and is concentrating on "reliable product supply on demand".

NEDCO's management has set its targets toward a rapid growth pattern, both in the supply business and in other areas.

NEDCO is a dynamic force in Canadian business.



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THE NEDCO PEOPLE

NEDCO is people - more than 1,100 people. They are sales representatives, technical specialists, countertermen, credit managers, secretaries, inside salesmen, executives, warehousemen, truck drivers, managers ... people in many walks of life.

NEDCO is a distributor; not a manufacturer. Its nationwide network acquires products, stocking and supplying them when and where needed across Canada. This distribution system is based on people ... people working together to make it function successfully. NEDCO recognizes its most valuable asset people.

The NEDCO people have earned this respect. Most have devoted their working lives to the Canadian supply industry. The variety of geography and climate and the complexity of the business itself, make the successful distribution of goods in Canada a constant challenge. It is a challenge which requires well-trained, efficient people.

This is what makes the NEDCO people somewhat unique. The sales representative stays on top of industrial developments, government regulations, new products or techniques and customer growth. He represents every service offered by NEDCO from product supply to the arrangement of credit facilities. It is this wide scope, combined with honest concern which enables him to better serve the needs of his client.

The technical specialist, the counterman, the inside salesman and the credit managers are the day to day back-up force to the sales representative. Each individual is trained for his specific responsibility, to ensure that customer requests are fulfilled rapidly and completely. The secretaries, managers, shippers, executives, drivers ... all of them help to round out the team. They are good people, well-trained in product knowledge and customer service. These are the NEDCO people.



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THE SERVICES OF THE NEDCO PEOPLE

In this age of business complexities, the services which a company can provide to its customers are important factors in its ultimate success. Many customers have found that purchasing can be a complicated and often frustrating process. For this reason they make use of the many special services which NEDCO offers.

Just a few of these services includes stocking branches, national warehousing, technical reference specialists, credit facilities and customer teams.

Stocking branches now number more than 40 and many more are planned for the near future. These counter-warehouses stock the most frequently requested items, thus enabling customers to obtain the products immediately. Each stocking branch can draw on the national as well as the large provincial warehouses for items not in their own stocks, and rapid delivery to customers is assured. The stocking branches also assist non-stocking outlets in filling orders. With this system of interdependence NEDCO is able to offer its customers a special emergency delivery service.

NEDCO's national warehouse is located in Toronto. Occupying 84,000 square feet, stocking more than 18,000 different items from approximately 300 suppliers, it is the only one of its kind in Canada. The centre is a highly mechanized operation, staffed with more than thirty employees processing orders. On occasion they work 24 hours a day, seven days a week. This warehouse serves as a back-up for the stocking branches.

The technical reference specialists are a group of full-time advisers who assist NEDCO customers all across Canada, with installation and systems difficulties. They will, if requested, even recommend the best materials for a particular job. NEDCO customers can call on this service, at no extra charge, as and when it is required. The availability of this technical expertise has proved itself to be invaluable to many NEDCO customers.

Credit facilities means more than forms and references at NEDCO. It means a flexible credit policy for all customers. It means a department fully staffed with trained people who would like to make buying from NEDCO simple and uncomplicated. These are people who can understand individual capital and cash flow problems and they work with their customers to make transactions easy and efficient. The credit manager and sales representative discuss accounts regularly to ensure that customers are receiving complete and equitable service and to assist with special situations.

The customer team is made up of three NEDCO people - the sales representative, the inside salesman and the counterwoman. Each plays an essential role in serving the customer's needs.

The sales representative makes regular customer calls. He keeps abreast of changes in customer needs, discussing recent developments, introducing new products and solving customer problems. He is always available for consultation, becoming an invaluable source of reference and advice.

The inside salesman spends most of his day on the telephone with customers and suppliers. At his fingertips he has information about more than one million products. It takes him only a few minutes to find information about the price and availability of a requested

product and an order can then be processed immediately. This outstanding efficiency forms the backbone of NEDCO's customer team.

The counterman gives on-the-spot service across the counters of stocking branches. This requires extensive product knowledge and an abundance of energy combined with a friendly willingness to help the customer as much as possible. A customer needs his products immediately and the NEDCO counterman does his best to meet that need. If it is impossible to fill the order immediately, from stock, he will draw on his resources to complete it at the earliest moment.

Each member of the customer team performs a separate function but all share two important attributes: complete product knowledge and sincere customer concern.



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PRODUCTS THE NEDCO PEOPLE SELL

NEDCO catalogues more than one million different products and more than 18,000 are stocked in its national warehouse and branches. This includes products of approximately 300 manufacturers, which are supplied across Canada by NEDCO. In fact, less than twenty per cent of the products supplied by NEDCO originate with Northern Electric.

A large variety of products is included: 1) distribution equipment and supplies, illumination and specialty products; 2) telecommunication materials, intercom systems, safety supply products, wire and cable; 3) power apparatus, controls and utility items; and 4) industrial electronic products. The list could go on to cover almost anything which an industrial contractor may require in the way of hardware or software.

This isn't a static list. The marketing department of NEDCO's buying offices is constantly reviewing its product list and inventories, inspecting new products, discussing trends and developments with industry leaders and generally ensuring that NEDCO continues to offer its customers the most complete selection of equipment and supplies available anywhere.



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NEDCO IS A GROWING COMPANY

NEDCO is rapidly expanding its business activities, and in September 1973 two subsidiaries were established by acquisition. One was Zenith Electric Supply Ltd., centered in Toronto, with seven branches in other Ontario cities. The other was Zentronics Ltd., distributing industrial electronic equipment, with three offices in Ontario and Quebec.

A third development is Nedcom, a new operation presently being established. It will, as a result of a takeover of a distribution company of intercom equipment, sell and install intercom systems manufactured by Gustav A. Ring of Oslo, Norway. Nedcom will have offices in Montreal, Toronto and Vancouver.

BIOGRAPHICAL SKETCHES

OF

NEDCO MANAGEMENT

F. Sydney Walker, President & Chief Executive Officer

W.F.S. (Syd) Walker has headed NEDCO since it was established in 1972. He joined Northern Electric Company in 1940 and since that time has held many senior positions covering all aspects of electrical distribution. His career was interrupted during World War II for service with RCNVR as Lieutenant Navigator in Frigates on North Atlantic convoy routes and on the Pacific Coast. Under his guidance NEDCO has grown steadily, keeping pace with the expansion of the electrical industry.

Mr. Walker, who was born in Vancouver, attended the University of British Columbia. For the last twenty years he has resided in the Montreal area. He is married and has two children.

Earl B. Mathews, Executive Vice-President - Marketing

Earl B. Mathews joined NEDCO in March 1974 and is responsible for all aspects of the company's marketing programs. Twenty-seven years of experience with a major U.S. electrical company in the fields of sales, sales management and most recently, as Manager of Physical Distribution, have qualified him well for this challenging position.

Born in Salt Lake City, Utah, Mr. Mathews received his education in the Universities of Idaho, Washington and California (UCLA), specializing in meteorology. He served in World War II as a meteorologist in the United States Air Force in the West Indies and at U.S. mainland stations.

Mr. Mathews is married and has four children.

Leslie J. Payne, Vice-President - Administration

Leslie J. Payne was appointed to his present position when EDCO became a separate company from Northern Electric. In charge of most of the internal administration, he is responsible for anticipating and providing the human and physical resources associated with the vigorous growth of the company. Mr. Payne joined Northern Electric Company in 1948 and has always specialized in personnel and office administration.

Born and educated in England, he joined the Royal Navy in World War II on reaching the minimum recruiting age. Service in the Fleet Air Arm and later in the Royal Air Force took him to the continent of Europe and to both the Near and Far East before discharge in 1947 when he immigrated to Canada.

He is married and has one son.

John E. Milburn, Vice-President - Western Region

John E. (Jack) Milburn directs the operations of NEDCO in the four western provinces from his office in Vancouver. Since joining Northern Electric Company in 1937, he has held progressively more senior titles and management positions. He has been responsible for all NEDCO operations in Western Canada since the company became independent.

Mr. Milburn interrupted his career with Northern Electric Company to serve with RCNVR during World War II and was mentioned in dispatches during service in North Atlantic and Western Approaches.

Born in Vancouver and educated at the University of British Columbia, he is married and has three children.

Maurice Macé, Vice-President - Quebec Region

J. Maurice Macé, Vice-President - Quebec Region since July 1973, is responsible for distribution and sales operations in Quebec Province and the Ottawa Region. Joining Northern Electric Company in 1936 shortly after graduation in electrical engineering from McGill University, he specialized for some time, in the power apparatus field. Management positions, progressively more senior, led to the present appointment.

Mr. Macé served with C.O.T.C. Université de Montréal, 1939-47 reaching the rank of major and vice-president of the Officers' Mess.

He is married and has three children.

James A. Dougherty, Vice-President - Central Canada

James A. (Jim) Dougherty is responsible for the sales and distribution operations of NEDCO in the major markets of Ontario. Since joining Northern Electric in 1951, he has had sales, sales management and marketing responsibilities, bringing all this experience to his present appointment in May 1974.

Mr. Dougherty was born in Montreal and attended Sir George Williams University. He is married and has three children.

Roy H. Martin, Manager - Atlantic Region

Roy H. Martin is based at Halifax and since January 1972 has been responsible for operations of the company in the four Atlantic provinces. Since joining NEDCO in 1947, he has had extensive sales and management experience in the Atlantic area. Consistently active in associations related to the electrical distribution industry he is currently vice-president of CEDA.

Born and educated in Halifax, Mr. Martin has spent all his life in the Atlantic area. He is married and has two children.

NEW LIGHTING SYSTEM AT ALCAN

Workers at Alcan's smelter in Arvida, Quebec are finding life a little brighter these days with the help of a new lighting system. Installed at an approximate cost of \$135,000 this year, the new "Wide Lite" lamps provide up to 20 foot candles of light intensity. They increase the safety factor of the plant and are easier to maintain than older models. Employees are able to function more efficiently and comfortably in well-lighted surroundings.

The lights have a rectangular shape and the bottom opening of each lamp is removable for easy cleaning. An aluminum lining in each lamp reflects the light and there are ventilation holes in each one to prevent over heating. This particular model has a record of successful use in large work areas, meeting halls and auditoriums. The lamps and electrical material are supplied by NEDCO Ltd. and are part of a three year program undertaken by Alcan to improve its lighting equipment.

NEDCO Ltd. supplies a wide range of electrical and electronic products to Canadian industry.

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For further information:

Kenneth Barnes (514) 288-8290

Montreal:- NEDCO Ltd. has been named the exclusive distributor in Canada for telecommunications test equipment manufactured by Northeast Electronics Corporation of Concord, New Hampshire.

Northeast Electronics are manufacturers of electronic test gear used by the telecommunications industry. They produce over 100 test sets which cover the complete range for transmission testing, noise measurement and signal application. The company also introduced "Trace", (Transmission Routine Automatic Checking Equipment), a device for automatically testing direct distance dialing trunks and the printout of test results.

NEDCO Ltd. has sales offices and counter outlets in 55 locations across Canada. The company distributes a wide range of electronic and electrical equipment to more than 12,000 customers. Its head office is in Montreal and the National Distribution Centre is in Toronto.

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For further information:

Jean-Paul Gailloux (514) 341-3700

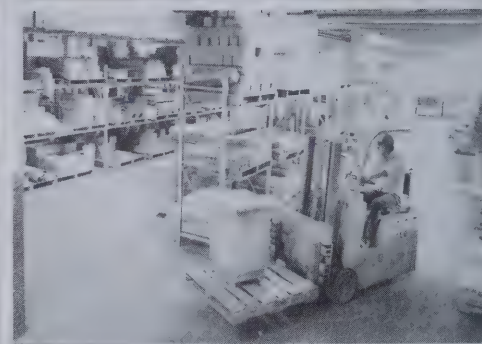
Kenneth Barnes (514) 871-9570

March 28, 1974

the difference is the



people



what's a **NEDCO** ?

Nedco is electrical and industrial product distribution.

Nedco conducts its distribution supply business in over 50 outlets all across Canada. Nedco serves all markets — contractors both large and small — industries such as mining, manufacturing, building, petrochemical and pulp and paper — utilities, power and telecommunications, all levels of governments. In a year and a half of existence, sales have experienced outstanding growth, and Nedco is now in the top 100 of all Canadian companies.

Nedco is an all Canadian company — a privately-owned subsidiary and autonomous outgrowth of the Northern Electric Company, Limited.

Nedco has consolidated its resources and is concentrating on "reliable product supply on demand".

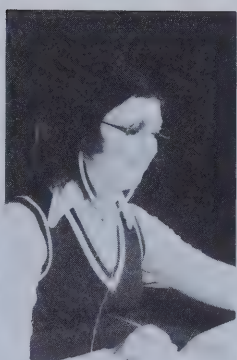
Nedco's management has set its targets toward a rapid growth pattern in both the supply business and in other areas.

Nedco is becoming a dynamic new force in Canadian business.

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the **NEDCO** people

Nedco is people — over 750 people; sales representatives, technical specialists, countermen, credit managers, secretaries, inside salesmen, executives, warehousemen, truck drivers, managers . . . people in many walks of life.

Nedco is a distributor, not a manufacturer. Its nationwide network acquires products, stocks them and supplies them where and when needed across Canada. This distribution system is built on people . . . people working together to make it function successfully. So Nedco recognizes its most valuable asset . . . people.

And the Nedco people have earned this respect. Most have devoted their careers to the Canadian supply industry. The variety of geography and climate, and the complexity of the business itself, make the successful distribution of goods in Canada a constant challenge. It requires good people, well-trained.

And this is what makes the Nedco people somewhat unique. The sales representative stays on top of industrial developments, government regulations, new products or techniques and customer growth. He represents every service Nedco offers from product

supply to arranging credit facilities. It is this scope and honest concern which enables him to better serve his client's needs.

The technical specialist, the counterman, the inside salesman and the credit managers are the day-to-day back-up force to the sales representative. Each one is trained for his specific responsibility. They ensure that client demands are fulfilled rapidly and completely. The secretaries, managers, shippers, executives, drivers . . . all the rest, round out the team. Good people, well-trained in communications, product knowledge and customer service . . . this is the Nedco people.



the services

In an age of business complexity, the services a company can provide to its customers are important factors in its success. Many customers find their own purchasing and implementation processes complicated with details. This is the reason customers make use of the many special services Nedco makes available to them.

Most mentionable of these services are stocking branches, national warehousing, the technical reference specialists, credit facilities and the customer team.

Stocking Branches now number over 30 and many more are planned for the near future. These counter-warehouses stock the most frequently requested items enabling customers to obtain

product immediately. Each stocking branch can draw on the national as well as the large provincial warehouses for special items not in stock and provide rapid delivery to customers. The stocking branches in turn can assist non-stocking outlets in filling an order. This system of interdependence allows Nedco to offer its customers a special emergency delivery service.

National Warehousing is centered in Toronto, occupying 84,000 square feet, stocking over 15,000 different items from over 200 suppliers, it is the only one of its kind in Canada. The center is a highly mechanized operation, staffed with over 30 employees processing orders. On occasion, they are working 24 hours a day, seven

days a week. This warehouse serves as a back-up for the stocking branches.

The Technical Reference Specialists are a group of full-time advisers who assist Nedco customers with installation and systems difficulties all across Canada. They can even recommend the best materials for the particular job. Nedco customers can call on this service, at no charge, as and when it is needed. The availability of this technical expertise proves itself invaluable to many Nedco customers.

Credit Facilities mean more than forms and references at Nedco. It means a flexible credit policy to all customers. It means a department fully staffed with trained people who would like to make



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buying from Nedco simple and uncomplicated . . . people who understand individual capital and cash flow problems, and who work with their customers to make it easy and efficient. The credit manager and sales representative discuss accounts regularly to ensure that customers are receiving complete and equitable service, and to assist with special situations.

The Customer Team is made up of three of the Nedco people . . . the sales representative, the inside salesman and the counterman. Each serves part of the customer's needs.

The sales representative makes regular calls on his customers, keeping abreast of changes in the

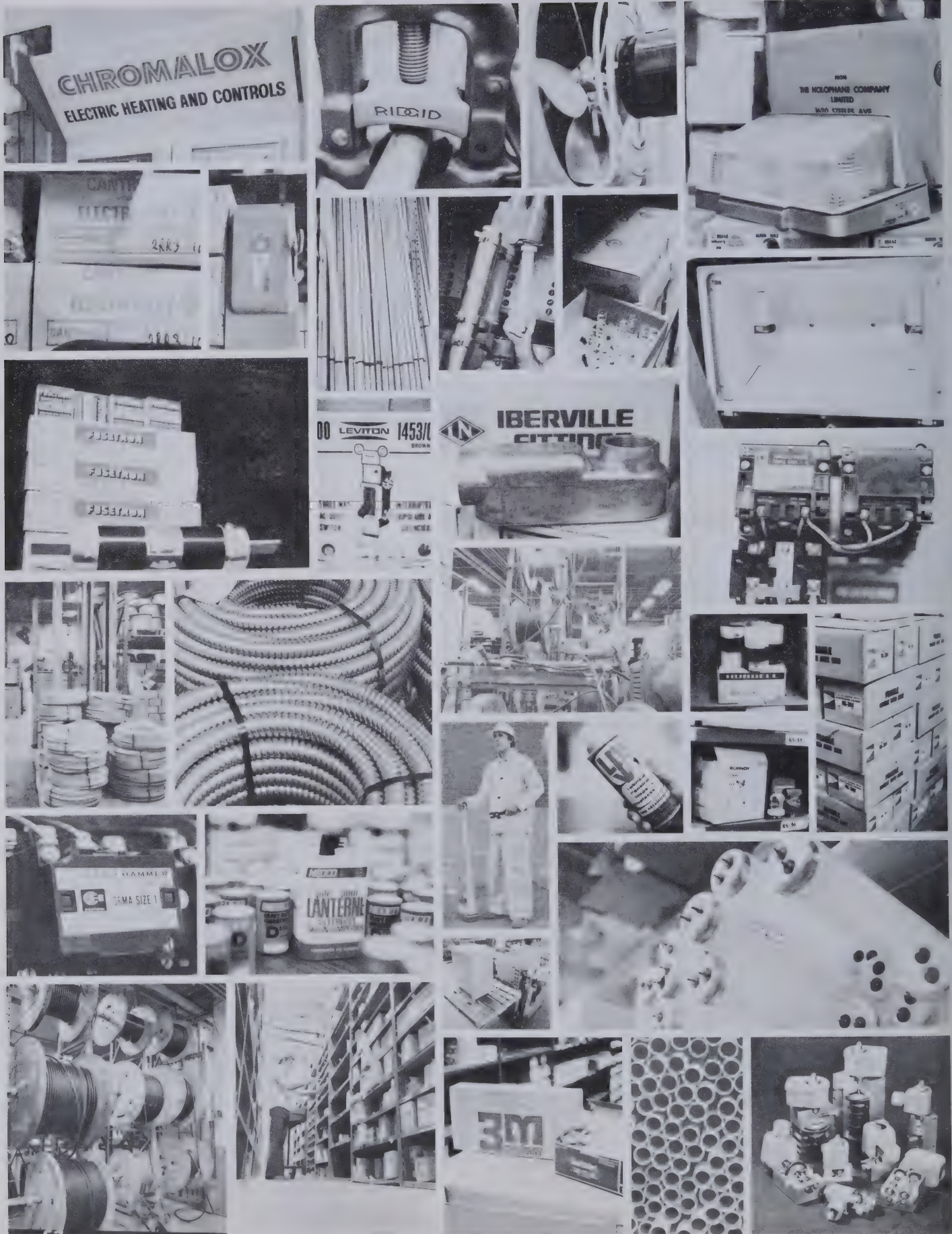
buyer's need, discussing recent developments, introducing new products and solving individual problems. To the customer, the Nedco sales representative becomes an invaluable source of reference and advice.

The inside salesman spends most of his day on the telephone with customers and suppliers. He has at his finger tips information on over one million items. The correct product, its price and availability can be found in minutes, and the order processed immediately. The outstanding efficiency of the Nedco inside salesman forms the backbone of the customer team.

The counterman serves the customer across the counter of the

stocking branch. This requires extensive product knowledge and an abundance of energy. A customer needs his products immediately. The Nedco counterman is trained to perform. If it is impossible to fill the order immediately from stock, he will draw on his resources to complete it at the earliest moment.

Each of the customer team performs a separate function, but all three share two important attributes: product knowledge and sincere customer concern.





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products the people sell

Nedco catalogues over one million different products and more than 15,000 are stocked in its national warehouse and branches; products from over 200 manufacturers are supplied by Nedco all across Canada.

And this covers a large variety of products: distribution equipment and supplies, illumination and specialty products, telecommunication materials, wire and cable,

power apparatus, controls and utility products, industrial electronic products.

More specifically, such things as abrasives, air conditioners, circuit breakers, controls, motors, safety equipment, tools, heaters, lubricants, traffic signals and wrenches. Just about anything a contractor, industrial or utility requires in hardware or software.

And the marketing department of Nedco's buying offices are constantly reviewing its product list and inventories, inspecting new products, discussing with industry leaders trends and developments, making sure Nedco offers its customers the most complete selection available anywhere.



the **NEDCO** network

Nationwide, over 50 outlets, over 30 stocking branches, strategically located near industrial centers.

A national distribution center in Toronto, and four regional centers to back-up each sales outlet.

A distribution system unique in Canada, designed and developed to meet the smallest and the largest industry demands. A system designed to suit all customers, and make it easy and enjoyable to do business.

Centers Across Canada

NEWFOUNDLAND

St. John's (709) 722-1301
687 Water St., Box 1105

NOVA SCOTIA

Halifax (902) 455-1571
3609 Howe Av., Box 940

New Glasgow (902) 752-5484
554 Abercrombie Rd., Box 224

Sydney (902) 564-8398
393 Newlands Av., Box 226

PRINCE EDWARD ISLAND

Charlottetown (902) 892-1563
Kensington Rd., Parkdale, Box 1404

NEW BRUNSWICK

Fredericton (506) 475-8161
205 Norfolk Court, Box 754

Moncton (506) 389-9115
700 St George Blvd., Box 809

Saint John East (506) 696-1439
14 Rosedale Crescent, Box 2462

QUEBEC

Chicoutimi North (418) 543-3807
272 Pasteur St., Box 188

Montreal (514) 341-3700
5010 Paré St.

1000 Guy St. (514) 931-9111

Ottawa, Ont. (613) 232-9693
141 Catherine St., Box 8237

Richmond (819) 826-2180
164 Dufferin St.

Sept-Îles (418) 962-3421
155 Napoleon St., Box 693

Sherbrooke (819) 569-9086
2194 King St. W., Box 518

St. Foy (418) 681-6301
2150 Charest Blvd. W., Box 1573

St. Hubert (514) 378-5220
3395 Taschereau Blvd., Box 130

Trois Rivières (819) 374-3551
225 Normand Blvd., Box 457

ONTARIO

Barrie (705) 728-8006
17 Blake St., Apt. 305, Box 633

Downsview (416) 636-9450
99 Norfinch Drive, Box 2100, Stn. C

Hamilton (416) 545-5854
639 Woodward Av., Box 3029, Stn. C

Kingston (613) 389-6811

601 Justus Drive, Box 350

Kirkland Lake (705) 567-9221
4AL Wende Av., Box 310

Kitchener (519) 576-2382
15 Meadowbrook Av.

London (519) 432-7173
523 Bathurst St., Box 5302, Terminal A

Mississauga (416) 625-7322
5200 Dixie Rd.

Niagara-on-the-Lake (416) 468-3510

336 Mary St., Box 220

Sarnia (519) 542-3216
977 Westminster Drive, Box 2200

Sault Ste Marie (705) 949-7025
64 White Oak Drive, Box 717

Scarborough (416) 438-6835
886 Progress Av., Box 1064, Stn. C

Sudbury (705) 560-2800
448 Falconbridge Rd., Box 2430 Stn. A

Timmins (705) 264-9747
453 Diane St., Box 730

Toronto (416) 363-8651
143 Lake Shore Blvd. E., Box 130

Windsor (519) 256-2356
1825 Walker Rd., Box 128

MANITOBA

Winnipeg (204) 775-4431
590 Berry St., St. James

SASKATCHEWAN

Regina (306) 525-2531
2300 Dewdney Av., Box 70

Saskatoon (306) 653-5020
30-33rd St. E.

ALBERTA

Calgary (403) 245-5501
1207-11th Av. S.W., Box 1790

Edmonton (403) 425-1510
10305 - 106th St., Box TNJ1H9

Fort McMurray (403) 743-3461
10015 - 99th Av., Box 597

Grande Prairie (403) 532-8981
9350 - 112A Av., Box 669

Lethbridge (403) 327-1438
1216 - 1st Av. S., Box 715

BRITISH COLUMBIA

Kamloops (604) 374-0808
166 Lorne St., Box 908

Penticton (604) 492-8365
842 Argyle St., Box 487

Prince George (604) 563-1292
3500 Massey Drive

Quesnel (604) 992-7811
521 Palmer

Thunder Bay, Ont. (807) 623-9531
125 South Vickers St., Box 250

Vancouver (604) 325-2211
8325 Fraser St., Box 2018

Vernon (604) 545-5391
2901 - 31st St., Box 280

Victoria (604) 383-1116
1950 Bianshard St., Box 1202

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